

# ABOUT MAZDA/ EDITORIAL POLICY

## | About Mazda

### The Origin and Meaning of “Mazda”

The Company's name, “Mazda,” derives from Ahura Mazda, a god of the earliest civilizations in western Asia. The Company has interpreted Ahura Mazda, the god of wisdom, intelligence, and harmony, as a symbol of the origin of both Eastern and Western civilizations, and also as a symbol of automotive culture. It incorporates a desire to achieve world peace and the development of the automobile manufacturing industry. It also derives from the name of the Company's founder, Jujiro Matsuda.

### Mazda Brand Symbol

The brand symbol expresses Mazda's dedication to continuous growth and improvement. It is a symbolic development of the Mazda “M,” and shows the Company stretching its wings as it soars into the future (Established in June 1997).



### Mazda Corporate Mark

Mazda developed its corporate mark as a symbol for Mazda's communications in 1975. It was later positioned as an easy-to-read corporate mark, in line with the establishment of the brand symbol in 1997 (Established in January 1975).



### Mazda Brand Slogan, “Zoom-Zoom”

Mazda's creativity and innovation continuously delivers fun and exhilarating driving experiences to customers who remember the emotion of motion first felt as a child (Announced in April 2002).

## | Editorial Policy

- As a complement to the non-financial information provided on the Integrated Report, this report presents result data primarily on Mazda's commitment to sustainability and business activities.
- Aiming to satisfy the needs of readers, Mazda studied the editorial policy and content of this report in reference to the stakeholders' ideas and views obtained through the questionnaire survey and engagements with stakeholders.

Disclaimer: This report includes future projections for Mazda Motor Corporation and its Group companies' performance based on plans, forecasts, management plans, and strategies at the time of publication, in addition to actual past and present facts. Such forward-looking statements are predictions based on information or assumptions available at the time of edit, and may differ from future operational results due to changes in circumstances.

## | Report Coverage

### Referenced Guidelines

This report has referenced the GRI Standards. Other guidelines referenced: Japanese Ministry of the Environment's Environmental Reporting Guidelines (2018 Edition), Japanese Ministry of the Environment's Environmental Accounting Guidelines (2005 Edition), ISO 26000.

[▶ GRI Content Index](#)

### Period Covered:

The report primarily covers the period from April 2022 through March 2023, although some activities after April 2023 are included.

### Organizations Covered:

The entire Mazda Group, including Mazda Motor Corporation and its Group companies, is covered in this report. (Where the reporting item is not applicable to the entire Mazda Group, the organizations covered are specified.)

### Date of Publication

Japanese version: October 2023 (The previous report was published in December 2022; the next report will be published in the autumn of 2024.)  
English version: December 2023 (The previous report was published in January 2023; the next report will be published in the autumn of 2024.)

## | Position of the Sustainability Report

Mazda discloses information in the following formats.\*

\* If any content errors are found after publication, it will be posted on the MAZDA MOTOR CORPORATION GLOBAL WEBSITE.

